

FRANCE'S FIGHTING POWER TO-DAY

Has 2,750,000
Army on the Bat-
tlefront After
Withstanding the
Main Shock of
War for Four
Years

By Stephane Lauzanne



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member of the French War Mis-
sion to the United States

THE second battle of the
Marne has proved to the
world that after four years
of war France has still a powerful
army. But what the world does not
know is that France's army is nu-
merically and materially stronger
than it was at the war's beginning.
In 1914, at the Marne, France had
an army of 1,500,000 men. To-day,
after four years of war, France
has on her battlefield, in the war
zone, an army of 2,750,000 men.

But the value of fighting men to-
day lies not only in the artillery they
have to support them behind the
lines. It lies in the shells the ar-
tillery is able to fire; in all that ma-
terial which makes up the sinews of
war of the present day. Here we
find the most extraordinary and
marvellous effort that history re-
cords. France, indeed, occupied,
weakened; France that had no mu-
nitions industry prior to 1914—or
a small munitions industry at best
—that France has built up a war
industry that is doubtless the best
in the world, which is equal to the
German war industry and on which
the Allies can draw in the common
cause.

BROOKLYN ADVERTISEMENT

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Fulton Street
Bond Street
Frederick Loeser & Co., Inc.
Livingston St.
Elm Place
BROOKLYN - NEW YORK

STORE CLOSING AT 5 P. M.—SATURDAYS AT NOON

Sale of Blouses \$1.29

Made to Sell at \$3 to \$5

A SPECIAL PURCHASE that includes all the made up stock of a well known maker,
whose blouses have always proved popular because of their good materials and
making and the prettiness of the designs. Fifteen styles.

They are voiles and batistes chiefly, some of the popular color stripe voiles, some with
colored organdie collar and cuffs.

You will find a few high neck models, some with fichu collars, some with large
sailor and other flat collars. Some are trimmed with hand embroidery, some with good
quality lace, and here and there is one with hemstitching. A few very good slipover styles
are included; also a number of very pretty jabot blouses.

Because of the exceptional character of the offering none of these blouses can be sent
C. O. D. or on approval, none reserved for mail or telephone orders and none credited or
exchanged.

Second Floor

Sturdy Three-Dollar Umbrellas, \$1.98

A SPECIAL PURCHASE brings us these Umbrellas to sell at two-thirds of the price
prevailing for such qualities. Because they are limited in number, we cannot send
any C. O. D., nor reserve for mail or telephone orders.

The Women's Umbrellas, fine American taffeta covers, plain and trimmed sport loop handles, white and
colored bakelite tops. Silk cases.

The Men's Umbrellas, stout Paragon frames, covers of fine American taffeta, silk cases. Plain and fancy
trimmed handles.

Main Floor, Bond Street

Women's Summer Apparel Reductions

Many Model Garments Included, Less Than Half

Now: \$10.75 \$15.75 \$22.50 \$33
Were: \$35 \$55 \$65 \$98.50

THIS MAY WELL BE CHARACTERIZED as a final clean-up of Loeser summer
stocks of women's clothing, stocks that were famous for their completeness and
their inclusions of many beautiful models.

These are now the remainders, ones, twos and sometimes threes of a kind. Dresses
that have not an atom of their desirability, but that will find their special service
throughout the remaining summer days, far into the fall and not a few even into the winter.

They must now make room for the first flights of the autumn, those preparatory mod-
els that bridge the gaps before Fashion has fully disclosed her behests. Therefore, follow-
ing the fair Loeser way, they are priced for a quick outgo before their season's wane.

The Dresses at \$10.75

White crepe Frocks with bands of embroidery in
color, old rose, blue or gold. Plain voiles, striped voiles,
plaid gingham, linens and organdie muslins with em-
broidery.

The Dresses at \$15.75

Handsome gowns of crepe net and laces, of embroi-
dered nets, of checked gingham in combination, of plain
and striped voiles, linen and voile combined, tailored
frocks of linen, also Georgette crepe, crepe de chine and
other silk Frocks.

The Dresses at \$22.50

Included are some striking models combining
checked taffeta and Georgette crepe, embroidered white

net Dresses, tailored Frocks of serge. Dresses of shadow
lace and wash silks, black Chantilly lace and taffeta, also
Dresses of crepe de chine.

The Dresses at \$33

Model Gowns that were up to \$98.50, including very
handsome models of taffeta and Georgette crepe,
richly embroidered pongee silks, combined with satin
and Georgette crepe; khaki-kool Frocks, wash satin and
silk jersey sports Frocks, combination satin sports
Frocks, also handsome Gowns of crepe de chine, Geor-
gette crepe, tricotette, white wool tricotette, crepe lace and
satin, black Chantilly and satin, embroidered nets in
combination and taffeta and organdie.

Fifth Floor, Costume Room

Her Industries
Have Been Able to
Give Allies Rifles,
Heavy Guns and
Aeroplanes in Ad-
dition to Supply-
ing Her Own Need

great credit establishments of
France, which on the 31st of De-
cember, 1914, amounted to only
4,050,000,000 francs, amounted to
6,050,000,000 on the 31st of Decem-
ber, 1917.

And during the first three months
of the year 1918, from the 1st of
January to the 31st of March, the
surplus deposits made by the peasants
and the working classes in the
National Savings Bank was 75,000,-
000 francs, an excess of more than
800,000 francs daily.

A nation that is worn out and
bled white is incapable of manu-
facturing and sees its commerce and
industry perish. Here is the state-
ment of M. Georges Pallain, gov-
ernor of the Bank of France, rep-
resenting the accounting of the
counsel general of the bank for
1917:

"From the industrial and com-
mercial point of view a satisfactory
amelioration is noticeable. The in-
vestigation of the Minister of In-
dustry in July last permits the state-
ment that the percentage of facto-
ries and business houses rendering
a periodical accounting, of which
the advantage is not yet established
is only 23 per cent; it was 55 per
cent in August, 1914.

Supply of Coal Less Than Demand

"An indication of the develop-
ment of industrial activity is fur-
nished by the continued increase of
the demand for coal.

"Operations for mining ore have
been pushed with vigor. Coal pro-
duction increased greatly in 1914.
On the whole, it still remains less
than it was before the war, since
the invasion has deprived us of the
valleys in the north and the richest
portion of Pas-de-Calais; but in the
regions where mining is still possi-
ble the production exceeds by
about 40 per cent the figures for
1913.

"This remarkable increase has
compensated to a certain extent for
the falling off in the importations
of coal from England; nevertheless
it leaves our supply of coal less than
our demand for it.

"To remedy this insufficiency, and
at the same time to give our na-
tional industry greater independ-
ence, researches and experiments
have been equally intensified with
a view to employing our hydraulic
resources. In the Alps, in the Py-
renees and in the Central Massif
new installations are under way, and
they have already attracted impor-
tant metallurgic and chemical
plants.

"The development of industrial
production has had the result of an
increase in the volume of commer-
cial transactions. These continue
to look after themselves, and, for
the most part, they are on a cash
basis. The gradual resumption of
credit operations which former
years signified is still on the in-
crease. In 1917 the receipts from
commerce were 37 per cent greater
than in 1916. There is a notable
progression of discounts, while the
total of our delayed payments has
been brought back to 1,140,000,000."

A nation that is worn out and
bled white has no colonies, or if she
has, these same colonies are like-
wise bloodless and worn out. The
French colonial empire remains in-
tact, while the German colonial em-
pire has disappeared from the face
of the earth. A nation that is worn
out and bled white has passed the
stage where it can come to the aid
of others. In her death agony she
has no more than her own strength
to last her during the last hours.
France has been able to come to the
aid of the other Allies. She has
lent them a strong, helping hand;
she has been able to save them from
total extinction. French troops
have fought and are still fighting
on all the battlefronts; in Italy, the
Balkans, Palestine and Central
Africa. It is almost to France alone
and to France especially that the
salvage of the remnant of the Ser-
bian army has been due.

All this shows that the men are
wrong who believe France is with-
out strength and resources. Be-
neath her torn garments, under flesh
that is cruelly bruised, there beats
a virile heart which fights on and
on. And there is young red blood
which still flows and is always ready
to flow for the immortal principles
of liberty, justice and humanity.

ern. During our spring offensive
in 1917 we had, roughly, one heavy
gun for every twenty-six metres of
front. If we had brought together
all our heavy artillery and all our
trench artillery we would have had
one gun for every eight metres in
the battle sectors.

"In August, 1914, we were mak-
ing 12,000 shells for the .75s per
day; now we are making 250,000
shells for the .75s and 100,000
shells for the heavy guns per day.

What France Sent Over to the Germans

"If you wish to consider the
weight of the shells which fell on
the German trenches during our
last offensive you will find the fol-
lowing figures for each linear me-
tre:

Field artillery..... 407 kilos
Trench artillery..... 293 kilos
Heavy artillery..... 704 kilos
High power-artillery..... 12 kilos

Total..... 1,442 kilos

"This incomparable war industry
has permitted us not only to fight
to defend ourselves and to attack
the enemy, but also to supply our
friends, our allies, with the mu-
nitions necessary to fight. Up to
January, 1918, these are the
amounts of munitions France was
able to hand over to the nations
fighting at her side in Europe:

1,350,000 rifles.
800,000,000 cartridges.
16,000 automatic rifles.
10,000 mitrailleuses.
2,500 heavy guns.
4,750 aeroplanes."

And to France has come the hon-
or of making the light artillery for
the American army—amounting to
several hundred guns per month.

A nation that is worn out and
bled white has an empty treasury
and is no longer able to obtain taxes
from its ruined citizens. Let us
consider what France has done in
a financial way in this war.

From the 1st of August, 1914,
to the 1st of January, 1918, the
French Parliament voted war credits
amounting to \$20,000,000,000. Of
this enormous fund only two billions
have been borrowed from out-
side sources; all the remainder has
been subscribed or paid for by tax-
ation or by loans in France itself.
More than a billion dollars has been
loaned to her allies by France.

On 1917 France had the heaviest
budget in all her history. The sin-
gle item of taxes was raised to
6,000,000 francs (\$1,200,000), and
these taxes were paid to the penny,
although 10,000,000 Frenchmen
were mobilized in the army, in the
factories and on the farms, or were
untaxable in the occupied regions.

In 1915, 1916 and 1917 France
raised three great national loans.
That of 1915 amounted to exactly
13,307,811,579 francs 40 centimes,
of which 6,017,000,000 was paid
in hard cash. That of October,
1916, amounted in round numbers
to 10,000,000,000 francs, of which
more than 5,000,000,000 was paid
in hard cash. That of December,
1917, amounted to 10,629,000,000
francs, of which 5,254,000,000 was
paid in cash.

The Money Raised By French Loans

Thus, in spite of the war, her in-
vaded territories and her mobilized
citizens, France has in three years
raised three national loans of al-
most 17,000,000,000 francs in hard
cash. That is three times the
amount of the war indemnity she
paid Prussia in 1871.

A nation worn out and bled white
has no more monetary reserve, no
more funds in its treasury and has
been brought into bankruptcy. The
Bank of France, which is probably
the leading national bank in the
world, whose credit has never weak-
ened in the gravest hours of the
nation's history, declared on the 1st
of January, 1918, a gold reserve of
5,348,000,000 francs, an increase
of 272,000,000 over the gold in
hand on January 1, 1917. This is
the greatest deposit the bank has
ever had. All this came from the
national resources; the weekly pay-
ments are still 1,500,000 francs,
which are paid without compulsion
and without processes.

The individual deposits in the

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ABRAHAM AND STRAUS

BROOKLYN

Private Subway Entrance Hoyt Street. Store Opens at 9 A. M. and Closes at 5 P. M.—Saturdays at Noon

The Fall Sale and Display Of Domestic and Oriental Rugs, Carpets and Linoleums

This event, an annual affair, surpasses its predecessors in many ways. The
most noteworthy feature is the low prices, which in many instances are the same
as many wholesalers are asking, and

In Many Cases Our Retail Prices Are Actually Below Today's Wholesale Cost

Since we purchased these, there have been many advances in the market, but none of
these advances has influenced us when placing our price tags on these Floor Coverings which we
offer Monday.

Some Valuable Information to Keep in Mind While Contemplating the Purchase of Floor Coverings

Not only are our prices exceptionally low, but much of the desirable goods, such as we are offer-
ing, CANNOT now be procured in the market at any price—and after our present stock is exhausted
our retail prices on similar merchandise will be from 25 to 50 per cent, higher.

The Axminster Rugs

An unsurpassed stock and variety. Among
them are the famous Sanford Seamless Rugs in
Persian, Chinese and plain colors. Then the
Bigelow-Hartford Rugs in soft and exquisite col-
orings. In most instances you can match the same
Rug in a half dozen or more sizes.

Small and Medium Sizes

15x30 in. \$2.50
22x36 in. \$3.50
27x36 in. \$4.50
36x72 in. \$6.50 and 7.75

Hall Sizes

27 in. x 9 ft. \$10.75
27 in. x 12 ft. \$14.35
27 in. x 15 ft. \$17.85
36 in. x 9 ft. \$14.35
36 in. x 12 ft. \$19.90
36 in. x 15 ft. \$23.85

Room Sizes

4 1/2 x 6 1/2 ft. \$12.50 and \$14.75
6 x 9 ft. \$23.50 and \$25.50
8 1/2 x 9 ft. \$35.50 and \$37.50

Hall Sizes

27 in. x 9 ft. \$10.75
27 in. x 12 ft. \$14.35
27 in. x 15 ft. \$17.85
36 in. x 9 ft. \$14.35
36 in. x 12 ft. \$19.90
36 in. x 15 ft. \$23.85

The Seamless Luzerne Velvet Rugs

A closely woven, lustrous rug in a pleasing
range of designs and dependable colors, that will
give unusually good service.

27x36 in. \$3.75
36x72 in. \$6.50 and \$7.75

The Wilton Rugs

The premier of American-made Rugs—exqui-
sitely colored—made of the best of wool and dyes,
in a beautiful range of Persian, Chinese and plain
colors. We classify them in two groups—first the
more moderate-priced ones, among which you will
find Trewans, Trepas, Selkirks and Savalans, in
the following sizes:

27x36 in. \$6.50
36x72 in. \$12.50
41x75 ft. \$19.50

The Wilton Rugs of Finer Grades

Among them are Royal Kashan, Herati, Hartford-Saxony and Soumae—beautiful Rugs from Eng-
land and a limited number of Anglo-Persians.

The Small and Medium Sizes

22x36 in. \$6.25
27x36 in. \$9.25
36x72 in. \$10.50 and \$15.00

The Hall Sizes

27 in. x 9 ft. \$15.00
27 in. x 12 ft. \$19.50
27 in. x 15 ft. \$27.50

The Oriental Rugs

There is a wonderful collection of Persian and Chinese Rugs—in sizes from 2x3 ft. to 12x15 ft., at
prices, to say the least, that are remarkable.

Three Excellent Carpet Values

Roxbury Velvet Carpets at \$2.25 Yard

Most of which have a stair to match.

Hartford Plain Color Velvet Carpets
at \$2.95 Yard

Among them Blues, Browns, Greys, Greens and

Reds; most of which have a stair to match.

Royal Wilton Carpets

At Less Than Half Price, \$3.48 Yd.

Most of them have a border to match.

Four Linoleum Offerings

All perfect, regular and well-seasoned, at remarkable prices.

65 rolls Congoleum—printed felt base goods,
at \$48c. sq. yd.

50 rolls Printed Cork Linoleum at 84c. sq. yd.

Third floor, East Building.

75 rolls Inlaid Linoleum—Tile and wood pat-
terns, at \$1.25 sq. yd.

75 rolls Wild's Inlaid Linoleum, the best made,
\$2 sq. yd.

Sale of 2,400 Voile Blouses \$1.29 and \$1.39

This sale was only made possible by a particularly fortunate special purchase
of very lovely new white voile blouses. They are decidedly finer than those ordinarily
sold at these prices.

Embroidered organdie panels.

Lace insertions and edgings in filet and Valenciennes patterns are some of the
trimmings.

Besides the lace models there are a number of tailored blouses made of novelty and cross-bar
voiles that are very good-looking. The range of sizes is incomplete. Second floor, East Building.

GREAT MONDAY BARGAINS IN BRIEF

Men's Neglige Shirts, \$1.29.

Washable Satin, \$1.98 yd.; was \$2.25.

5 lbs. of Unpolished Rice, 51c.

(U. S. Food Administration License Number G 63078).

Men's Suits, reduced to \$15.50.

Printed Voiles, 29c. yard.

All-Wool Costume Serge, \$1.84 yd.; was \$2.25.

Men's Seamless Cotton Socks, 19c. pr.

Metal Table Lamps, \$14.98; reg. \$17.98.

Surf Cloth, 98c. yd.; reg. \$1.25.

Galons and Insertions, 32c. to 49c. yd.

White Cotton Gabardine, 49c. yard.

White Satin-finish extra size Bedspreads, \$4.69.

Stamped Turkish Towels and Wash Cloths, 35c. to 89c.

Women's Autumn Coats, \$39.95. Suits, \$34.75.

Second floor, Central Building.

Hudson Seal Coats (dyed muskrat), \$160.00.

52-piece Dinner Sets, \$5.98; regularly \$7.98.

Misses' Taffeta and Satin Dresses, \$15.98 to \$29.98.

Women's White Lingerie Petticoats, 94c.

Children's All-Wool Sweaters, \$3.49.

Women's Cotton Undervests, 15c.; Cotton Stockings, 19c.

Abrastr Corsets, \$1.98 and \$2.98.

Boys' Tan Drill Overall, 89c. from \$1.25.

New Feather Turbans, \$1.95.

Silk Skirts, \$10.75.

Lawn Swings, \$6.49—25% saving.

Women's Dark Brown Kid Pumps, \$4.95, from \$6.50.

Fine lace in Filet and Venice Patterns, 12c. to \$1.39.

"Kenney" Curtainless Showers, \$7.50.

Subway floor, Central Building.

Watch for the Very Important TUESDAY BARGAINS

Which Are NOT ADVERTISED, but May Be Recognized by Special
Signs Displayed in Various Departments Throughout the Store.